AMENDMENTS TO THE CLAIMS

1.   **(Currently Amended)** A system for anonymously matching consumption objects with a consumer consumption behaviour, said consumer being uniquely identified by a true, objective behaviour derived consumption profile, said system comprising:

a central and private consumer repository containing a plurality of true objective, behaviour derived and feedback derived consumption profiles each true consumption profile corresponding to a ~~plurality of~~ consumers, each of said true consumption profiles being anonymous;

at least one central product repository, containing consumption object profiles for a plurality of consumption objects, each of said at least one central product repository being associated with a given industry, wherein industry participants register profiles of their products and services within said product repository, each said at least one central product repository containing only entry profiles of items registered;

correlating means for correlating parameters of a potential target consumption object with parameters of a given consumer's true consumption profile, and identifying at least one best matched consumption object; ~~and~~

means for confidentially presenting said consumer with the profile of said at least one best-matched consumption object so that said industry participant cannot identify said consumer; and means for enabling said consumer to select one of said at least one best-matched consumption object to obtain said consumption object.

2.   **(Original)** A system according to claim 1, wherein said correlating means are triggered automatically.

3.   **(Original)** A system according to claim 1, wherein said correlating means are triggered by the user.

4. **(Original)** A system according to claim 1, wherein said system further includes a consumer reaction log for logging a consumer's reaction to a correlation between said consumer's true consumption profile and a consumption object.

5. **(Original)** A system according to claim 1, wherein said consumer's true consumption profiles in the central consumer repository are made available to industry entities for performing market research.

6. **(Currently Amended)** A method for anonymously matching consumption objects with a consumer's consumption behaviour, said consumer being uniquely identified by a true behaviour derived consumption profile, said method comprising the steps of:

    (a)   creating a central repository of consumer's true objective behaviour derived and feedback derived consumption profiles;

    (b)   at least one central product repository, containing consumption object profiles for a plurality of consumption objects, each of said at least one central product repository being associated with a given industry, wherein industry participants register profiles of their products and services within said product repository, each said at least one central product repository containing only entry profiles of items registered;

    (c)   searching the product repository for at least one match between parameters of a consumption object profile and parameters of the consumer's true consumption profile; and

    (d)   presenting the consumer with a list of best to worst matches so that said industry participant cannot identify said consumer; permitting said consumer to select one of said at least one best-matched consumption object to obtain said consumption object.

7. **(Original)** A method according to claim 6, wherein said list is further presented to the consumer according to a weighted correlation.

8. **(cancelled)**

9. **(cancelled)**